

PRESS RELEASE

MEDIET4ALL – WP4 Progress

Connecting Mediterranean Diet Products, Producers and People Through Resilient Supply Chains

Meknes & Rabat, Morocco — December 2025

The MEDIET4ALL consortium announces significant progress in Work Package 4 (WP4), led by the National School of Agriculture of Meknes (ENA Meknes). WP4 is a cornerstone of the project, focusing on the development of multicenter Mediterranean Diet (MEDIET) databases and the creation of resilient, interconnected supply chains that enhance accessibility, availability and competitiveness of Mediterranean food products.

By bridging science, food systems and real-world stakeholders, WP4 translates the Mediterranean Diet from a nutritional model into a living, operational ecosystem, fully aligned with the Farm-to-Fork strategy.

- **Structuring Mediterranean Diet Knowledge and Networks**

WP4 is dedicated to building a robust and interoperable data infrastructure that supports both scientific innovation and market deployment. Its activities focus on four complementary pillars:

- A multicenter database of traditional and modern Mediterranean recipes, integrating scientific outputs from WP2 and ensuring coherence with accredited Mediterranean Diet patterns.
- A database of Mediterranean food producers and providers, with particular attention to smallholders, local processors, restaurants, canteens and agri-food SMEs.
- The construction of resilient, multicenter MEDIET supply chains, connecting producers, processors and distributors across partner countries.
- A structured database of MEDIET and MedLifestyle intervention programs, developed in synergy with WP1 and WP5.

Together, these tools form the backbone of the MEDIET4ALL digital ecosystem and feed directly into the project's integrative platform and mobile application.

- **From Data to Action: Strengthening Mediterranean Supply Chains**

Beyond data collection, WP4 plays a strategic role in connecting actors across the Mediterranean agri-food value chain. By promoting short supply chains, transparency and traceability, WP4 contributes to:

- Improving access to Mediterranean foods for consumers,
- Enhancing visibility and market opportunities for local producers,

- Supporting sustainable, competitive and culturally rooted food systems.

Close coordination with WP5 ensures that all databases are fully interoperable and ready for large-scale digital deployment.

- **Turning Engagement Challenges into Opportunities**

As with many multicountry initiatives, WP4 encountered uneven levels of stakeholder engagement across partner countries. Mobilising producers and providers required tailored, context-specific approaches.

In Morocco, the WP4 team adopted a hands-on, field-based strategy, combining on-site visits, direct telephone exchanges and face-to-face discussions to present MEDIET4ALL objectives and encourage participation. This proximity-based approach proved essential to building trust and sustaining engagement. At the same time, the project capitalised on the international outreach and convening power of the Agro-pôle Olivier of the National School of Agriculture of Meknes. As a recognised hub for agri-food research, innovation and technology transfer, the Agro-pôle Olivier provided an exceptional platform to promote MEDIET4ALL within a broad and diverse community of consumers, producers and institutional stakeholders. The project was showcased during B2B meetings, professional exchanges and technical gatherings hosted at the Agro-pôle Olivier, as well as during visits from public and private actors not only from the Mediterranean region, but also from the United States, Argentina and several African countries. Widely regarded as a key reference point in the agri-food sector, the Agro-pôle Olivier naturally facilitated high-impact interactions and international exposure for MEDIET4ALL.

In parallel, MEDIET4ALL was actively promoted through numerous outreach days, national and international fairs, exhibitions and professional events, further expanding its visibility and reinforcing stakeholder engagement. These combined efforts transformed an initial challenge into an opportunity, enabling WP4 to consolidate a strong, representative and internationally connected MEDIET stakeholder network.

- **Expected Impact**

Through WP4, MEDIET4ALL directly contributes to:

- Greater accessibility and availability of Mediterranean foods,
- Stronger short supply chains and reduced reliance on ultra-processed foods,
- Enhanced economic opportunities for local producers and SMEs,
- Increased consumer trust through transparency and scientific validation.

WP4 ensures that MEDIET4ALL goes beyond research outputs to deliver tangible, scalable and sustainable solutions for modern food systems.

- **Next Steps**

In the coming months, WP4 will focus on expanding its databases, reinforcing cross-country supply chain connectivity, and supporting pilot testing through the MEDIET4ALL digital platform and Smart Coach, in close collaboration with WP5 and WP7.

- **About MEDIET4ALL**

MEDIET4ALL is a transnational initiative supporting the transition from ultra-processed food consumption towards healthy, sustainable and modern Mediterranean Diet lifestyles through scientific innovation, digital solutions and stakeholder-driven food systems transformation.

- **Press contact**

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